

## Orientation and Testing Services 2010-11 Department Blueprint (planning)

**Mission** – *The Office of Orientation and Testing Services guides prospective and current students, entering freshman and transfer students and their families, and the community at large in awareness and understanding of the tools and resources to make successful transitions, whether into the University of South Carolina or into certificate, professional, or graduate programs by providing educationally meaningful Orientation programs as well as a fair and high-value testing environment to all candidates and maintaining the highest ethical practices and quality for all Orientation and Testing programs.*

**Departmental Goal 1** – Contribute to student recruitment and retention by offering comprehensive Orientation programs in Summer, Fall, and Spring.

*Link – Division Goal No. 1: Teaching and Learning; Outcome A: Essential programs are effectively provided*

**Initiative 1-a:** Select and train an Orientation Leader staff that is representative of the total University population and who will be successful spokespersons for the University

Key Performance Indicators

1. Increase recruitment efforts to include social media and outreach to all academic areas, especially underrepresented majors

*Link—Division Goal No. 6: Diversity*

2. The Orientation Leader training program should include both factual knowledge as well as opportunity for reflection, assimilation, and integration

*Link—Division Goal No. 3: Research, Scholarship, and Creative Achievement; Outcome C: SA/AS programs and services facilitate scholarship of teaching, learning, and student development*

**Initiative 1-b:** Ensure the most current and relevant campus information is being disseminated effectively and in the most appropriate manner

*Link—Division Goal No. 2: Quality of Life; Outcome E: Facilities, programs, and services meet the needs and expectations of students and other constituents*

Key Performance Indicators

1. Participation in Student Voice national benchmarking study
2. Communicate with faculty and staff in academic units as well as administrative staff in other departments

**Initiative 1-c:** Provide parents and students with an early and easy explanation of tuition and fees

Key Performance Indicators

1. Possible combination or streamlining of Bursar/Financial Services and Financial Aid sessions at Summer Orientation

**Departmental Goal 2** – Offer an easily accessible, cost-effective Placement Testing program which benefits students by placing them into appropriate level coursework.

*Link – Division Goal No. 1: Teaching & Learning*

**Initiative 2-a:** Maintain and improve, if possible, the new CBT Foreign Language Placement Test.

Key Performance Indicators

1. Work with the Department of Languages, Literatures, and Cultures to improve access to and delivery of CBT Foreign Language Placement Tests to students during Orientation.
2. Support attempts to by the Department of Languages, Literatures, and Cultures to promote use of the new placement test at USC branch campuses.

**Initiative 2-b:** Continue offering the Math Placement Test in a high-quality manner.

Key Performance Indicators

1. Greater than ninety (90) percent of students taking the Math Placement Test will receive a score report immediately or via VIP within 24 hours.
2. Monitor course placement recommendations to ensure validity, so that no less than seventy-five (75) percent of students who follow placement recommendations complete the Math course they are placed into with a grade of C or better.

**Departmental Goal 3** – Provide a high quality standardized testing program (Computer Based Testing and Paper Based Testing) to the University and community and ensure that students are aware of testing opportunities on campus.

*Link – Division Goal No. 4: Service Excellence*

**Initiative 3-a:** Improve awareness of Testing programs among faculty and staff on campus, beyond the Placement Testing program.

Key Performance Indicators

1. Work with Continuing Education – Non-Credit Programs to ensure that students who take their test preparation courses are aware of which tests are offered on campus, especially by providing Testing publications to the Test Prep office.
2. Promote the Graduate Record Exam (GRE) among campus faculty and staff by providing advisors with information regarding exams offered by USC Testing.
3. Promote the College Level Exam Program (CLEP) to undergraduate advisors to ensure awareness of the program among students. Work with financial aid to promote CLEP as a form of financial aid.

**Initiative 3-b:** Ensure that USC Testing continues to be a leader for best practices among college testing centers.

*Link—Division Goal No. 5: Recognition and Visibility; Outcome A: SA/AS supports and encourages development toward campus and national visibility and expertise*

Key Performance Indicators

1. Successful completion of the new National College Testing Association (NCTA) test center certification program by participating in the pilot study for said program.

**Departmental Goal 4** – Provide excellent communication and timely information for Orientation and Testing clients as well as the University community

*Link – Division Goal No. 4: Service Excellence; Outcome A:SA/AS develops and disseminates high-quality publications, professional development events, and resources on student transition, learning, and success to both internal and external constituents*

**Initiative 4-a:** Enhance web presence, effectiveness, and accessibility

Key Performance Indicators

1. Staff participation in webinars and other professional development opportunities to learn about site design
2. Regular review of web content and design
3. Track web usage/ search terms to determine areas of greatest interest and/or need for improvement